



Mayor Hara, Hiromich

Ibaraki Prefecture

Itako City



- City data as of April 1, 2016
- Population: 28,804
- Households: 11,010
- Area: 71.41km²
- Symbol flower: Iris
- Symbol tree: Poplar
- Symbol bird: Reed warbler
- Main products: Rice, iris, iris shade
- Events: Itako Riverside Iris Festival

Intoroduction

Itako City is located at southeast of Ibaraki Prefecture, bordering with Chiba Prefecture,. City faces east area to Kitaura Sea, west area to Kasumigaura Inlet, and south area to kitatonegawa River. Weather is mild throughout year and it is cool in summer and warm in winter. This area prospered in ancient time as important point of water transportation overland route. Site of the Itako Iris Festival is registered as the Riverside Tsukuba Quasi-National Park and more than 2 million people visit annually.



Attractions of Itako City



Riverside Iris Festival

This year marks 65th of the festival. Park blooms with Iris of 500 species, one million strain attracting many tourist. "Wedding Boat" that reproduces the past wedding ceremony in riverside is popular events particularly, and the beauty of bride with white kimono figure catches breath.



Healthy City

Itako City proclaimed the 6th Comprehensive Basic Plan in March, 2014. With future vison of “Rich Nature, Full of Vigor, Riverside Township Developed by Everybody”, city is developing various policies aiming at safty, health, and vitalization with basic phylosophy of urban development as linkage of “nature” and “culture and history” to future, realizing “safe city”, “acitive city”, “comfortable city”, and “city development collaborated with citizens”.

Also, based on “Health Promotion Act”, and “2nd Healthy Japan 21”, city disseminates health information and facilitates health promotion in order to prevent lifestyle-related diseases and its serious cases targeted at each generations.

Itako City, has higher proportion of a death rate from disease (heart disease, cerebrovascular disease) than the average rate other cities in Japan, and actually is the

worst in Ibaraki Prefecture. Under such circumstance, city declared Healthy City with such slogan as “Health is our property”.



Characteristic Policies of Healthy City

- Good-bye Metabolic Syndrome Diet

First Period: June to November, 2014 Second Period: January to June, 2016
Focusing on "lifestyle modification" needed to extend life expectancy, city operated metabolic syndrome measures jointly with Tanita Corporation which is known as publishing book titled "Employees Cafeteria of Tanita, Manufacture of Body Fat Thermometer" that recorded 4,200,000 publication. While utilizing Tanita's public health nurse, dietitian, and other human resource and facilities, city supports citizen's overall healthy diet without rebound. This diet is applicable to each person according to his or her style and physical strength. It is not such kind as a short term method which brings out immediate result as well as rebound later. Rather, it is a long term method with exercise and healthy food by which rebound is hard to occur.

- Walking Project to Reduce Fat

City implements this event based on the theme of “Urban Developments Starts form Healthy Citizen”, encouraging health promotion by daily walking, jogging, walking with dog form 2010. It aims at health promotion as well as public safety through the patrolling effect of walking people.

- Itako City Health Walking Federation

As of April 1, 2015, 229 members of 35 teams participated in daily walking and held walking event five times a year. For daily walking, they made walking jackets with reflector and provide them to public so that they can walk safely during day and night.

Itako City's web site:

<http://www.city.itako.lg.jp>